

Enrollment Assistance Alert  
*Breaking News from Covered California*

Email Subject: Enrollment Assistance Alert! Tips & Tools for December 15 Enrollment Deadline

**December 15 Enrollment Deadline for January 1 Coverage**



The plan selection deadline for a January 1 coverage start date is **four days away**. Remind consumers they must enroll and make a plan selection by **11:59:59 p.m. on December 15, 2015** in order for their coverage to be effective on January 1, 2016. There will be **no extensions** to this deadline. Plans selected between December 16 and January 15 will have a February 1 coverage start date.

To assist you in the final days before the December 15 deadline, we've made a few new resources available to help you maximize enrollment efforts and spread the word about Covered California coverage for January 1, 2016.

1. Use our [social media icons](#) along with the following sample Facebook post by adding your contact information and then sharing the post as your own.

*"The deadline for coverage effective January 1 is six days away. Confused about your options? We'll walk you through. Contact <<Insert email address>> for assistance with enrolling in a CoveredCA health insurance plan."*

You can also visit our [Facebook](#), [Instagram](#), and [Twitter](#) pages and repurpose any of the posts shared there. Use these hashtags: #GetCoveredCA #SpotlightOnCoverage #CoveredCA @CoveredCA.

2. Share with consumers our [Moments](#) and [Perspective](#) ads along with the [What are Storefronts?](#) videos from the Covered California [YouTube channel](#) to provide

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a quick overview of the value of a Covered California health plan, details about the Community Storefront Program and the role Community Partners play in the enrollment process.

3. Use our [Subsidy-Eligible GIS Maps](#) to help plan and strategize your outreach, education and enrollment efforts. Our recent [Press Release](#) announces the use of these maps to target the Los Angeles area and how efforts can be focused in the final days before the December 15 deadline.

Don't let your members have a gap in coverage. Renewals completed between the 16th of December and the 15th of January will have a February 1 coverage start date and those completed from the 16th through the 31st of January will have a March 1 coverage start date.

As you work through your final applications for January 1, ensure consumer's applications are complete and accurate. If there are applications that you are still processing for January 1, be sure to make application changes by the December 15, 2015 deadline to ensure they are applied prior to the January 1 start date.

A full schedule of the remaining application deadlines is included below:

Covered California Receives Application or Application Changes	Effective Date
December 1 – 15, 2015	January 1, 2016*
December 16, 2015 – January 15, 2016	February 1, 2016*
January 16 – 31, 2016*	March 1, 2016

\*Changes made after January 15, 2016 to applications with a January 1 or February 1 coverage start date and with a **Pending** enrollment status will push the applicant's coverage start date forward to March 1, 2016. After the close of Open Enrollment on January 31, 2016, consumers will need to experience a Qualifying Life Event in order to apply for coverage with a Covered California health plan.

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## UnitedHealthcare's Solid Commitment to Covered California

Covered California's qualified health plan, UnitedHealthcare, has recently been in the news, and we want to reassure our Community Partners that they remain committed to Covered California and to counselors. California's Individual Market is organized differently than other state exchanges and the federal health exchange which has

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allowed California to have a favorable risk pool of members. We believe UnitedHealthcare has priced appropriately for the costs they are projecting for 2016 in California and that they will likely have a different experience here than indicated in other states.

UnitedHealthcare has reassured the California individual marketplace that they are committed to enrolling and providing high-quality coverage for consumers in. For more information visit [www.uhone.com/broker](http://www.uhone.com/broker).

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## Get Help with Applications This Weekend

If you need assistance with an enrollment application, don't wait until December 15 to get it resolved. **The CEC/PBE Help Line will be open this weekend** on both Saturday, December 12 and Sunday, December 13, to give you a chance to get application questions answered and issues handled ahead of the deadline.

We are pleased to report the CEC/PBE Help Line's average hold times have been cut by more than half and are continuing to improve daily. We apologize for the longer than usual hold times during this open enrollment period and appreciate your patience while we continue to ramp up.

Special Weekend Hours are listed below:

**Saturday, December 12, 2015, 8:00 a.m. to 4:30 p.m.**

**Sunday, December 13, 2015, 8:00 a.m. to 4:30 p.m.**

**Don't hesitate!** Call the CEC/PBE Help Line via phone at (855) 324-3147, and let a Service Center Representative help you work out any final questions or concerns.

Click [here](#) for the Service Center schedule.

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## Upcoming Live Community Partner Q&A Session

Do you have a growing list of questions that need answers? Join us for a special live Q&A session on Tuesday, December 22, 2015 where Community Partners can call in and ask any questions that need clarification or more information.

Mark your calendars:

**Tuesday, December 22, 2015**

3:00 – 4:00pm

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In the meantime, you can also send us your open questions, comments, or issues you've been experiencing during this Open Enrollment period to [OutreachandSales@covered.ca.gov](mailto:OutreachandSales@covered.ca.gov), and we'll address them during this session.

Register [here](#). Dial-in information is available upon registration.

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## Important Dates for Your Calendar

- 12/15 – End of Automatic Renewal Period
  - 12/15 – Plan selection deadline for January 1 coverage
  - 12/22 – Live Community Partner Q&A Session
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## Upcoming Outages

Saturday, December 19, 2015 from 9:00 pm to Sunday, December 20, 2015 at 1:00 pm

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